Content Development & Accessibility Workshop - 4 Hours

1) Introduction into Content Strategy - **45 minutes**
   a) What is content strategy?
   b) How to approach an integrated content strategy for different channels
   c) Fleisch-Kincaid Reading Comprehension
2) Social Media Platforms - **30 minutes**
   a) Facebook
   b) Twitter
   c) Linkedin
   d) Medium
   e) Instagram
   f) YouTube
3) Accessibility Best Practices for Each Platform - **1 hour**
   a) Facebook
   b) Twitter
   c) Linkedin
   d) Medium
   e) Instagram
   f) YouTube
4) Tools for Content Creation and Validation - **1 hour**
   a) Figma & Stark - Graphics Creation and Color Accessibility
   b) Grammarly - Content editing
   c) ShortPixel - Image Optimization
   d) Bit.ly - Link Shortening
   e) Buffer - Social Media Management Dashboard
5) Q&A with resources - **45 Minutes**

What people will need to bring:
A laptop with Word or another note-taking app

Technical Accessibility Workshop - 4 hours

1) What does usability mean? - **1.5 hours**
    a) Usability and accessibility
    b) Understanding various types of disabilities
    c) How various people interact with digital services
    d) Human-Centered Design
2) Accessibility foundations for front-end development - **1.5 hours**
    a) Semantic HTML
    b) WCAG 2.1 AA Criteria
    c) A11y Project Accessibility Checklist
    d) Code review of two sites: one accessible and one not.
3) Accessibility in your development workflow - **1.5 hours**
    a) Code Editor Extensions
    b) Google Lighthouse
    c) Microsoft Accessibility Insights for Web
    d) WCAG Quick Reference
    e) NVDA installation
4) Q/A with resources - .**5 hours**

What people will need to bring:
A laptop with Word or another note-taking app